

Table of Contents

What's Inside.....	A
Where Do I Start? (Getting Started).....	B
Who Am I Trying to Reach? (Research: Executive Summary)	C
How Well Do I Understand My Community? (Community Assessment).....	D
Who Can I Ask For Help? (Coalition Building/Maintenance)	E
How Do I Develop the Road Map? (Creating a Strategic Communications Plan).....	F
Marketing Materials and Placement Tips.....	G
Television Advertisements	G-1
Radio Advertisements.....	G-2
Print Advertisements.....	G-3
Collateral Materials.....	G-4
Exemplary Community Products.....	G-5
Raising/Leveraging Funds for Placement.....	G-5
Securing PSA Placements	G-9
Securing Discounted Ad Placements.....	G-10
Securing Paid Placements	G-11
Other Considerations	G-13
Lists of State and City Association of Broadcasters	G-16
Media Outreach (Effective Media Relations/Etiquette).....	H
Media Outreach (Types of Media Outreach Activities)	I
Press Release	I-1
Media Advisory	I-4
PSA Placement	I-6
Fact Sheet.....	I-9
Press Conference.....	I-12
"Op-Ed"	I-19
Editorial Board Meetings.....	I-22
Guest Opinion Article.....	I-26
Community Outreach.....	J
Evaluation.....	K

Transportation and Air Quality FactsL

Research Through Which *It All Adds Up* Was DesignedM

Summary Report of the Initiative's First Five Years.....N